



## Bureau of Substance Abuse Services Prevention News

Fall 2007

Volume 1, Number 3

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Massachusetts Clearinghouse

Regional Centers For  
Healthy Communities

Massachusetts Partnership  
For Healthy Communities

### Treatment Links

Massachusetts Substance  
Abuse Information and  
Education HelpLine

## Prevention Announcements

### MASSCALL 2 Prevention Priority Announced

On October 30<sup>th</sup> The Governors Interagency Council on Substance Abuse accepted a recommendation to focus the MASSCALL 2 State Incentive Grant on opioid-related overdose. That recommendation was based on the findings of the Massachusetts Epidemiology Workgroup (MEW) formed a year ago this November. This prioritization process involved studying negative outcomes associated with the use of alcohol, tobacco, and other drugs in Massachusetts from a variety of state and national data sources.

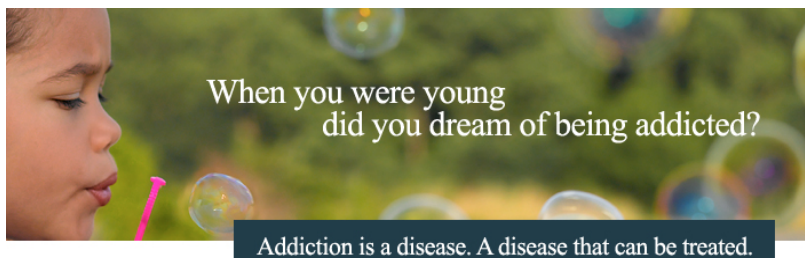
### BSAS RFR Announcements

**Prevention Programs:** The twenty eight BSAS-funded prevention programs are ending their five year cycle contract with MDPH on June 30, 2008. Within the next couple of months, BSAS will issue an RFR to invite responses from qualified applicants to implement prevention strategies in different regions of the state.

**MassCALL2 SPF/ SIG:** BSAS will also issue an RFR seeking proposals from qualified vendors proposing to develop a plan and implement evidence-based strategies to reduce opioid-related overdose. <http://www.comm-pass.com/>

### BSAS Launches Anti - Stigma Campaign

The Bureau of Substance Abuse Services recently collaborated with [causemedia](#) to create a multimedia anti-stigma campaign entitled “*Talk About Addiction.*” The campaign serves to heighten awareness about the disease of addiction, its effects on society, community, family, the individual, and how the disease affects nearly everyone. The campaign utilizes radio and billboard ads to direct people to the website: [www.talkaboutaddiction.org](http://www.talkaboutaddiction.org). Website visitors can find information about addiction, the stigma, and available resources for prevention, intervention, and treatment. The campaign incorporates personal stories to emphasize how damaging and insidious the ever-present stigma is for those in early and long- term recovery.





## Find A Treatment Program

### Mass-Support

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## Focus on Community Success

*In Support of Evidence-based Programs and Practices*

### Mass Youth Against Tobacco awards mini-grants to local substance abuse coalitions.

The Mass Youth Against Tobacco-MYAT, funded by the Massachusetts Tobacco Control Program and managed by The Medical Foundation is designed to educate and empower people ages 12-18 to counter tobacco industry marketing, change social norms around tobacco use, and reduce youth tobacco use in Massachusetts. This year MYAT reached out to local substance abuse coalitions to incorporate tobacco prevention efforts into their community substance abuse prevention work. For more information about MYAT and MTCP youth tobacco use prevention efforts. [patricia.henley@state.ma.us](mailto:patricia.henley@state.ma.us)

### City of Cambridge Collaborative Wins National Award

The City of Cambridge is pleased to announce that it has received the 2007 *National Exemplary Award for Innovative Substance Abuse Programs* for its 21 *Proof Server/Seller* training program developed by the Cambridge Prevention Coalition, the Cambridge License Commission, and the Cambridge Licensee Advisory Board. The award is given by the National Association of State Alcohol and Drug Abuse Directors, which recognizes local, innovative, and effective programs working with the community to prevent substance abuse.

### CADCA "Got Outcomes! Coalition of the Year"

The prestigious Got Outcomes! Coalition of the Year award recognizes coalitions that have successfully reduced substance abuse in their community through evidence-based programs, policies, or strategies. Applicants undergo a rigorous review process and winners are judged by a panel of expert coalition leaders. We are pleased to announce that *Franklin County Communities That Care Coalition* <http://www.communityaction.us/> received this award in October 2007. <http://www.coalitioninstitute.org/>

### BPHC A Hope Launches Overdose Information Line

The Boston Public Health Commission Needle Exchange program has set up a toll-free number **(800-383-2437)** for people to call in and follow prompts to get information on overdose. The Overdose Information Line identifies and educates friends, individuals, and family members on specific drugs and their interactions, rescue breathing, Narcan, and intervention tips. Callers can also be connected to Boston or the statewide treatment [helpline](#).

### Springfield Substance Abuse Policy Institute

The Springfield Community Substance Abuse Policy Institute is an initiative that has gathered about 60 community leaders, institutional leaders, and community residents who will examine community needs, design a community "blueprint", and to develop a policy agenda and advocacy process that will address the needs of highly impacted communities like Springfield. Representatives from community-based organizations, recovery groups, health care, criminal justice, and state agencies meet monthly as part of workgroups that will address prevention, outreach, and intervention, treatment, adolescents, and families. Persons who are interested in learning more about this process or becoming involved can contact James Florek, MD @ 413/364-4593 or through the Urban League of Springfield @413/ 739-7211.

## Epidemiology News



### **“You’ve Got Drugs IV: Prescription Drug Pushers on The Internet**

The White Paper, “*You’ve Got Drugs!*” IV: *Prescription Drug Pushers on the Internet*, found a total of 581 Web sites advertising or selling controlled prescription drugs in 2007 compared to 342 sites in 2006.

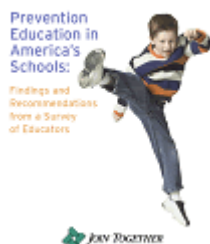
<http://www.casacolumbia.org>



### **National Drug Threat Assessment - 2007**

This interagency assessment provides a strategic overview and predictive outlook of the threat to the United States from the illicit trafficking and use of cocaine, methamphetamine, marijuana, heroin, pharmaceutical drugs, and other dangerous drugs.

[www.usdoj.gov/ndic/pubs21/21137/21137p.pdf](http://www.usdoj.gov/ndic/pubs21/21137/21137p.pdf)



### **Prevention Education in America's Schools**

Join Together and Communitas Online surveyed kindergarten through twelfth-grade educators to learn how drug and alcohol education is actually taught, identify barriers teachers face in teaching prevention, and identify the types of training, support, and materials educators need to improve the effectiveness.

[www.jointogether.org/aboutus/ourpublications/](http://www.jointogether.org/aboutus/ourpublications/)

## Around the State

### **MADD Youth in Action-Holiday Sticker Shock**

December 10, 2007 – January 30, 2008 MADD Massachusetts Youth In Action is coordinating a stateside Holiday Sticker Shock Campaign. This awareness raising project is a great way to get the word out to adults that providing alcohol to anyone under 21 is illegal! Whether sticker shock is new to you or it is old hat, call 800-633-MADD x22 or visit

[http://maddmass.org/programs/youth\\_in\\_action.html](http://maddmass.org/programs/youth_in_action.html) to sign up today!



PHOTO COURTESY OF MASSACHUSETTS YOUTH IN ACTION. DESIGN BY JESSICA BARNES. WITH THANKS TO THE MADD MASSACHUSETTS YOUTH IN ACTION TEAM.

Check Out The New NREPP  
National Registry of  
Evidence-based Programs and  
Practices



## Using Prevention Strategies (UPS)

Applications are now available for the Massachusetts SADD High School Grant program **"Using Prevention Strategies (UPS) ... Gets It Done."** All Massachusetts high schools and youth groups are eligible to apply. UPS engages and empowers youth to take a visible role as leaders and provides an evidence-based prevention framework to create sustainable behavior change with underage drinking and traffic safety issues. For more information or to apply for UPS, visit [www.masadd.org](http://www.masadd.org)

## ABCC Update: Safe Holiday Campaign & Operation Safe Campus



Operation Safe Campus prevents the procurement of alcoholic beverages by and for underage individuals in and around college communities here in Massachusetts. ABCC investigators, have conducted special enforcement operations in Boston, Amherst, Westfield, Worcester, New Bedford, Dartmouth, Bridgewater, Lawrence, Merrimac, Lowell, Fitchburg, Beverly, Salem, Somerville and Medford. ABCC is gearing up for their *Annual Safe Holidays Campaign*.

## For Holiday Safety Tips from SAMHSA:

[www.family.samhsa.gov/get/soberholiday.aspx](http://www.family.samhsa.gov/get/soberholiday.aspx)



## Drug-Free Communities Announced

CSAP has announced the newly awarded drug-free communities. We congratulate Middleboro, Reading, Pittsfield, Northampton, Dorchester, and Greenfield. <http://www.ondcp.gov/dfc/>

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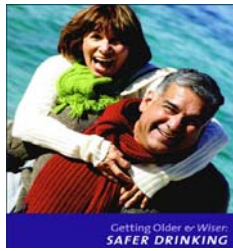
## Publication Highlight



## Oxycontin: Protect Your Teens

Did you know that although Oxycontin is a medicine, it is a narcotic similar to heroin? This 2-sided information sheet, in both English and Spanish, quickly demystifies Oxycontin as a prescription drug that bears monitoring to prevent misuse.

To download or order multiple copies visit:  
[www.massclearinghouse.com](http://www.massclearinghouse.com)



### **Getting Older & Wiser: Safer Drinking as You Age**

Facts on aging and alcohol are highlighted in this colorful guide for persons over 50. Accompanying 12" x 18" poster has a tear-off mail-order form making it easy to obtain.

Free copies are available at:  
[www.maclearringhouse.com/OrderPoster.htm](http://www.maclearringhouse.com/OrderPoster.htm)



### **The Science of Addiction - New NIDA Publication**

This booklet provides scientific information about the disease of drug addiction, harmful consequences of drug abuse, and basic approaches that have been developed to prevent and treat the disease.

[www.drugabuse.gov/scienceofaddiction/sciofaddiction.pdf](http://www.drugabuse.gov/scienceofaddiction/sciofaddiction.pdf)

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## **Upcoming Events**



**November 13-14, 2007**

### **Voices: A Program of Self-Discovery & Empowerment For Girls**

This workshop is based on the curriculum, *Voices: A Program of Self-Discovery and Empowerment for Girls*. It is designed to encourage girls and young women to find and express themselves.

To Register: <http://www.adcare-educational.org>

**November 14 & 15, 2007**

### **Positive Prevention in Practice**

This training is required for MCPH-funded providers who deliver HIV, STD, and hepatitis services testing, case management, correctional health staff, and other clinical health services. To Register: <http://www.adcare-educational.org>

**November 15, 2007**

### **Social Host Statutes and Ordinances – PIRE Audio Call**

This session will explore the differences between criminal strategies and civil strategies, and examine how effective each approach has been in the various adopting jurisdictions. Listeners will have the opportunity to question presenters on their initiatives and ask if you could do it all again would you take the same approach. To Register: <http://www.udetc.org/audioconfregistration.asp>

**November 29, 2007**

### **Assessing & Managing Suicide Risk: Core Competencies for Mental Health Professionals**

This workshop focuses on competencies that are core to assessing and managing suicide risk.

Adcare Educational Institute <http://www.adcare-educational.org>

**December 8, 2007**

### **Connecting for Change: Youth Summit 2007 Conference**

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Mass Department of Public Health, Office of Adolescent Health and Youth Development, AdCare Educational Institute.  
Best Western Royal Plaza Hotel and Conference Center in Marlboro, MA.  
For more information email: [jadoros@aol.com](mailto:jadoros@aol.com) or call at (508) 752-7313

**December 18, 2007**

**Parental Involvement in Underage Drinking – PIRE Audio Call**

The presenters on the call will share resources and effective strategies that can be duplicated in your community.

To Register: <http://www.udetc.org/audioconfregistration.asp>

**Prevent • Treat • Recover • For Life**